## **ORDER**

Orders Order / Rev: 68633 9852712 /Brad Alt Order #: DAVID FREED FOR AG Product Desc: WHP-TV CBS21 Estimate: 482 Flight Dates: 10/30/12 - 11/06/12 Primary AE: Millennium Washington DC **MNAT** Original Date / Rev: 10/26/12 / 11/02/12 Sales Office: Order Type: **GENERAL** Sales Region: National **Brabender Cox Mihalke** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1218 Grandview Avenue Billing Cycle: EOM/EOC Pittsburgh, PA 15211 Agency Commission: 15% Advertiser Freed/R/Attorney General Name: A35+ Demographic: New Business Thru: **Product Codes:** State Attorney General Order Separation: 00:15:00 P-2 Priority: Advertiser External ID: Revenue Codes: AGY, POL-CAND, GEN Agency External ID: Bill Plan **Totals** 

Month

Totals

November 2012

# Spots

79

79

Gross Amount

\$30,700.00

\$30,700.00

Net Amount

\$26,095.00

\$26,095.00

Rating

0.00

0.00

## **Account Executives**

**End Date** 

11/06/12

Start Date

10/29/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Net Amount

\$26,095.00

Gross Amount

\$30,700.00

Order Share	Share	Total
WHP-TV CBS21	21%	\$30,700.00
Market	100%	\$146,190.48

# Spots

79

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	3%	\$4,385.71
WGAL	37%	\$54,090.48
WHTM	28%	\$40,933.33
WLYH	1%	\$1,461.90
WPMT	10%	\$14,619.05

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
N 1	WHP	10/30/12	11/05/12	CBS This Morning CBS This Morning		7a-9a	МГWГF	:30	6	\$75.00 P-2	0.00 NM	6	\$450.00
N 2	WHP	11/06/12	11/06/12	CBS This Morning CBS This Morning		7a-9a	- T	:30	1	\$75.00 P-2	0.00 NM	1	\$75.00
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 11/0	06/12	11/12/12	- T	1	\$75.00	0.00						
N 3	WHP	10/30/12	11/05/12	M-F 10a-11a	СМ	10a-11a	MTWTF	:30	4	\$200.00 P-2	0.00 NM	7	\$2,150.00
				M-F 10a-11a									
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10/3	30/12	11/05/12	MTWTF	4	\$200.00	0.00						

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Order / Rev: 68633 Advertiser: Freed/R/Attorney General

Alt Order #: 9852712 /Brad Product Desc: DAVID FREED FOR AG WHP-TV CBS21

La Chart Fad Javanton Code Brook Start	/Find Time Davis Law Create Date Dri Day Time Create Assessment
Ln         Ch         Start         End         Inventory Code         Break         Start           N 3         WHP         10/30/12         11/05/12         M-F 10a-11a         CM         10a-1	
M-F 10a-11a	14 MINIT30 4 \$200.001-2 0.00 NINI 7 \$2,130.00
	Rate Rating
Week: 10/30/12	
Spot         Ch Date Range         Description         Start/End T           3 WHP 10/30/12-11/05/12 M-F 10a-11a         10a-11a	ime Weekdays Length Rate Rtg Type MTWThF :30 <del>(\$200.00)</del> 0.00 NM
See MG 3.5,3.6,3.7,3.8	(42000)
[No Avail]	G 00 0700 00 0 00 NM
5 WHP 10/30/12-11/05/12 Face the Nation 1030a-1130	OaSu :30 \$700.00 0.00 NM
[MG within Flight]	
6 WHP 10/30/12-11/05/12 Sa 730p-8p 730p-8p	Sa :30 \$400.00 0.00 NM
MG for 17.3,9.6,3.3	
[MG within Flight] 7 WHP 10/30/12-11/05/12 Sa-Su 11p-1130p News 11p-1130p	SaSu :30 \$375.00 0.00 NM
⊕ MG for 17.3,9.6,3.3	3.55 .55 .55 .55 .55 .1111
[MG within Flight]	
8 WHP 11/05/12-11/06/12 CBS This Morning 7a-9a	MΓ :30 \$75.00 0.00 NM
[MG within Flight]	
N 4 WHP 10/30/12 11/05/12 M-F 11a-12p CM 11a-1	2p MTWTF :30 6 \$325.00 P-2 0.00 NM 4 \$1,300.00
M-F 11a-12p	
	Rate Rating
Week: 10/30/12 11/05/12 MTWTF 6 \$32. Spot Ch Date Range Description Start/End T	
2 WHP 10/30/12-11/05/12 M-F 11a-12p 11a-12p	MTWThF :30 <del>(\$325.00)</del> 0.00 <i>NM</i>
See MG 9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.1	8,9.19
[Due to Political] Due to Political  4 WHP 10/30/12-11/05/12 M-F 11a-12p 11a-12p	MTWThF :3 <i>0                                   </i>
See MG 9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.1	· /
[No Avail]	
N 5 WHP 10/30/12 11/05/12 M-F 4p-5p CM 4p-5p	MTWTF :30 4 \$275.00 P-2 0.00 NM 4 \$1,100.00
M-F 4p-5p	Delta Bellan
	Rate Rating 5.00 0.00
N 6 WHP 10/30/12 11/05/12 M-F 5p-530p News CM 5p-53	
CBS 21 News at 5p	
	Rate Rating
Week: 10/30/12         11/05/12         MTWTF         6         \$17           N 7         WHP         10/30/12         11/05/12         M-F 530p-6p News         CM         530p-	
CBS 21 News at 530p	ορ MIWIT30 0 \$173.001-2 0.00 NW 0 \$1,030.00
	Rate Rating
Week: 10/30/12 11/05/12 MTWTF 6 \$17	
N 8 WHP 10/30/12 11/05/12 M-F 6p-630p News CM 6p-63 CBS 21 News at 6p	0p MTWTF :30 6 \$200.00 P-2 0.00 NM 6 \$1,200.00
	Rate Rating
	0.00 0.00
Week: 10/30/12       11/05/12       MIWIF -       6       \$20         N 9       WHP       10/30/12       11/05/12       M-F 730p-8p       CM       730p-8p         M-F 730p-8p       M-F 730p-8p       CM       730p-8p	
N 9 WHP 10/30/12 11/05/12 M-F 730p-8p CM 730p- M-F 730p-8p	8p MTWTF :30 6 \$800.00 P-2 0.00 NM 16 \$4,650.00 Rate Rating

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Alt Order #: 9852712 /Brad Product Desc: DAVID FREED FOR AG WHP-TV CBS21

Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	F	Rate Pri	Rtg T	vpe	Spots	Amount
		M-F 730p-8p	CM	730p-8p	МГЖГБ-	•		00.00 P-2	0.00		16	\$4,650.00
Stort Data	End Data	M-F 730p-8p	Spoto/Mook	Poto	Poting							
Start Date Week: 10/30/12	End Date 11/05/12	<u>Weekdays</u> MTWTF	Spots/Week 6	Rate \$800.00	Rating 0.00							
Spot Ch Date R		escription	_	t/End Time	0.00	Weekdays Le	ength	Rate	Rtg T	уре		
3 WHP 10/30/1			730	•		MTWThF	:30	<del>(\$800.00)</del>	0.00	NM		
See MG 9. [No Avail]	7,9.8,9.9,9.10	0,9.11,9.12,9.13,9.1	4,9.15,9.16,9	0.17,9.18,9.19								
5 WHP 10/30/1	2-11/05/12 N	Л-F 730p-8p	730	o-8p		МТWГhF	:30	<del>(\$800.00)</del>	0.00	NM		
	7,9.8,9.9,9.10	0,9.11,9.12,9.13,9.1	4,9.15,9.16,9	0.17,9.18,9.19								
[No Avail] 6 WHP 10/30/1	12 11/05/12 N	1 E 720n 8n	730	n 9n		МГWГhF	.20	<del>(\$800.00)</del>	0.00	N/N /		
	5,3.6,3.7,3.8	η-ι 73ορ-ορ	730	<b>5-0</b> р		WI WIII	.50	(ψοσο.σο)	0.00	IVIVI		
	itical] Due to	Political										
7 WHP 11/02/1		1-F 5a-6a News	5a-6	Sa		МТ F	:30	\$60.00	0.00	NM		
MG for 4.2, [MG within]												
8 WHP 11/02/1		1-F 5a-6a News	5a-6	Sa		МГ F	:30	\$60.00	0.00	NM		
MG for 4.2,												
[MG within] 9 WHP 11/02/1	0.	1 E 60 70 Nowo	6a-7	<b>'</b> 0		МГ F	:30	\$225.00	0.00	NIM		
⊕ MG for 4.2,		I-r ba-7a News	0a-1	a		IVII I'	.30	φ225.00	0.00	INIVI		
[MG within												
10 WHP 11/02/1		1-F 3p-4p	3p-4	ŀρ		МТ F	:30	\$195.00	0.00	NM		
MG for 4.2, [MG within]												
11 WHP 11/02/1	• -	1-F 3p-4p	3p-4	<b>p</b>		МТ F	:30	\$195.00	0.00	NM		
MG for 4.2,												
[MG within		4 Γ 4n En	4n E	·_		MT E	.20	<b>\$450.00</b>	0.00	NINA		
12 WHP 11/02/1 M MG for 4.2,		1-r 4p-5p	4p-5	ρ		МТ F	:30	\$450.00	0.00	INIVI		
[MG within												
13 WHP 11/02/1		1-F 4p-5p	4p-5	ip		МГ F	:30	\$450.00	0.00	NM		
MG for 4.2, [MG within]												
<u>-</u>	• -	a-Su 11p-1130p Ne	ews 11p-	-1130p		SaSu	:30	\$200.00	0.00	NM		
MG for 4.2,	4.4,9.3,9.5		·	·								
[MG within		- 4420- 4020-	440	0- 4000-		G-	.00	<b>#</b> CO 00	0.00	NIN 4		
15 WHP 10/30/1		a 1130p-1230a	1130	0p-1230a		Sa	:30	\$60.00	0.00	INIVI		
[MG within	Flight]											
16 WHP 10/30/1		u 1230a-130a	1230	0a-130a		Su	:30	\$35.00	0.00	NM		
MG for 4.2, [MG within]												
17 WHP 10/30/1	-	M Sun Rotator	8:30	AM-9:00 AM	3:30 AM-9:00	A⊦ Su	:30	\$175.00	0.00	NM		
MG for 4.2,												
[MG within 18 WHP 10/30/1	0.	ace the State	112	)a-12p		Su	:30	\$110.00	0.00	NIM		
M MG for 4.2,		ace the State	1130	Ja-12p		su	.30	\$110.00	0.00	INIVI		
[MG within	Flight]											
19 WHP 10/30/1		a 1230a-130a	1230	0a-130a		Sa	:30	\$35.00	0.00	NM		
MG for 4.2,												
N10 WHP 10/30/	<u> </u>			11p-1135p	MTWTF-	- :30 6	\$3	25.00 P-2	0.00	NM	6	\$1,950.00
Start Date	End Date	CBS 21 News at 1 Weekdays	I1p Spots/Week	Rate	Rating							
Week: 10/30/12	11/05/12	MTWTF	6	\$325.00	0.00							
N11 WHP 10/30/	12 11/05/12		CM	1135p-1235a	а МГЖГБ-	- :30 3	\$1	40.00 P-2	0.00	NM	3	\$420.00
Start Date	End Date	Letterman Weekdays	Spots/Week	Rate	Rating							
Week: 10/30/12	11/05/12	MTWTF	3		0.00							
<del></del>												

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Order / Rev: 68633 Advertiser: Freed/R/Attorney General

Alt Order #: 9852712 /Brad Product Desc: DAVID FREED FOR AG WHP-TV CBS21

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Da	ays	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N12 WHP	11/05/1	2 11/05/12	Mon Reg 3 Mon 10p-11p	СМ	10p-11p	М		:30	1	\$2,250.00 P-2	0.00 NM	1	\$2,250.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 10/3 N13 WHP		11/05/12 2 10/30/12	M Tue Reg 1	1 CM	\$2,250.00 8p-9p	0.00 - T-		:30	1	\$3,250.00 P-2	0.00 NM	1	\$3,250.00
			Tue 8p-9p	Spoto/Mook	Poto	Doting							
Week: 10/3	rt Date 30/12	End Date 11/05/12	Weekdays - T	Spots/Week 1	Rate \$3,250.00	Rating 0.00							
N14 WHP	10/31/1	2 10/31/12	Wed Reg 1 Wed 8p-9p	СМ	8p-9p	W	V	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
N15 WHP	11/01/1	2 11/01/12	Thu Reg 2 Thu 9p-10p	СМ	9p-10p		T	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
Sta Week: 10/3	rt Date	End Date 11/05/12	Weekdays	Spots/Week	Rate \$2,500.00	Rating 0.00							
N16 WHP			Fri Reg 1	CM	8p-9p		- F	:30	1	\$1,350.00 P-2	0.00 NM	1	\$1,350.00
	rt Date	End Date	Fri 8p-9p <u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 10/3		11/05/12 2 11/04/12	F Sa-Su 6p-630p N	lews RoftM	\$1,350.00 6p-630p	0.00	SS	:30	2	\$140.00 P-2	0.00 NM	4	\$305.00
			CBS 21 News at	t 6p				.00	_	ψσ.σσ. <u>=</u>	0.00		φοσο.σσ
Sta Week: 10/3	rt Date 30/12	End Date 11/05/12	Weekdays SS	Spots/Week 2	<u>Rate</u> \$140.00	Rating 0.00							
	Date Ra		escription Sa-Su 6p-630p Nev		t/End Time		<u>V</u>	<u>Veekdays</u> SaSι	Ler		Rtg Type 0.00 NM		
See	e MG 17.	.3,17.4,17.5,		no not op c	оор			Sast	•	.σσ (φ. το.σσ)	0.00 74111		
	ogram Cl 10/30/12		a-Su 6p-630p Nev	ws Rot 6p-6	30p		_	SaSı	1	:30 <del>(\$140.00)</del>	0.00 NM		
See		.3,17.4,17.5,		·	·					, ,			
•	•	0.	EC Prime Game	Vari	ous		-	Sa	=.	:30 <del>(\$550.00)</del>	0.00 NM		
	e <i>MG 3.5</i> Avail]	5,3.6,3.7,3.8											
4 WHP	10/30/12		1-F 6a-7a News	6a-7	'a		-	TWThF	-	:30 \$120.00	0.00 NM		
_		,20.1,17.1 by Buyer]											
			1-F 6a-7a News	6a-7	'a		M	[	-	:30 \$120.00	0.00 NM		
		,20.1,17.1 by Buyer]											
		2-11/02/12 M ,20.1,17.1	1-F 5a-6a News	5a-6	a		-	TWThF	-	:30 \$30.00	0.00 NM		
[Ap	proved b	y Buyer]											
		2-11/04/12 S :,20.1,17.1	a-Su LF	11:3	0 PM-12:30 (	11:30 PM-	12:30-	SaSı	1	:30 \$35.00	0.00 NM		
		y Buyer]											
N18 WHP	11/03/1	2 11/03/12	CBS This Mornin Saturday Early S	-	9a-11a		S-	:30	1	\$125.00 P-2	0.00 NM	1	\$125.00
Sta Week: 10/3	rt Date 30/12	End Date 11/05/12	Weekdays	Spots/Week	Rate \$125.00	Rating 0.00							
N19 WHP				СМ	7p-730p		S-	:30	1	\$250.00 P-2	0.00 NM	1	\$250.00
Sta Week: 10/3	rt Date	End Date 11/05/12	Weekdays	Spots/Week	Rate \$250.00	Rating 0.00							
N20 WHP			Sat Reg 2	СМ	9p-10p		S-	:30	1	\$575.00 P-2	0.00 NM	0	\$0.00
Sta	rt Date	End Date	Sat 9p-10p Weekdays	Spots/Week	Rate	Rating							
Week: 10/3	30/12	11/05/12	S-	1	\$575.00	0.00	١.٨	Vookdo::a	1 ^-	agth Data	Dta Tuna		
	Date Ra 10/30/12	<u>nge</u> <u>D</u> 2- <i>11/05/12</i> S	escription Sat Reg 2	<u>Star</u> 9p-1	t/End Time 0p		<u>v</u>	<u>Veekdays</u> Sa			Rtg Type 0.00 NM		
	e <i>MG 17.</i> ogram Cl	.3,17.4,17.5,	17.6,17.7										
	ografii Ol	i ai iye]										ı	

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Totals

\$30,700.00

Order / Rev: 68633 Advertiser: Freed/R/Attorney General

Alt Order #: 9852712 /Brad Product Desc: DAVID FREED FOR AG WHP-TV CBS21

Ln Ch	Start	End	Inventory Co	de Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N21 WHP	11/04/1	2 11/04/12	CBS Sun Morn	ing CM	9a-1030a	S	:30	1	\$275.00 P-2	0.00 NM	1	\$275.00
			CBS Sun Morr	ning								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/30/12	11/05/12	S	1	\$275.00	0.00						
N22 WHP	11/04/1	2 11/04/12	Sun Reg 1	CM	7p-8p	S	:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
			Sun 7p-8p									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/30/12	11/05/12	S	1	\$1,800.00	0.00						
N23 WHP	11/04/1	2 11/04/12	Su 11p-1130p	News CM	11p-1130p	S	:30	1	\$200.00 P-2	0.00 NM	1	\$200.00
			CBS 21 News	at 11p								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/30/12	11/05/12	S	1	\$200.00	0.00						